



Case Study

Signage Solutions for Centro's Cradley Heath Interchange

Working in partnership with Centro, the largest Passenger Transport Executive in the UK, the Horizon Group was tasked with manufacturing and installing a number of products for the new £1.9m re-development of the Cradley Heath bus interchange system. Sitting alongside the town's railway station, the new interchange required the quick turnaround of a number of signage solutions with Centro turning to the Horizon Group to meet the brief.

Bespoke Poster Cases

Cradley Heath Interchange

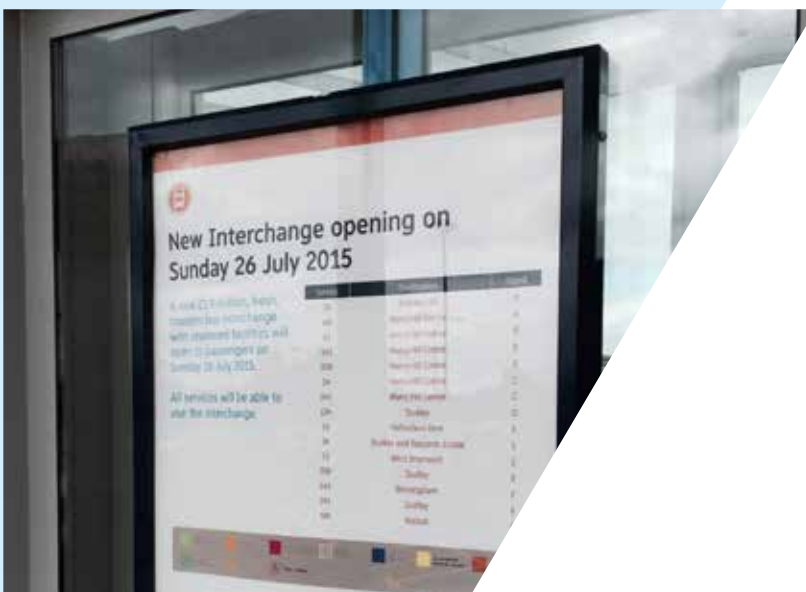
On walls, windows and up above **Versatile Solutions**

The new interchange consists of six bus stands, four within the new main building and two on a newly constructed island stand. This meant that a selection of internal and external information display solutions were required. Having performed the initial site survey and working with Centro and their main contractor, Dawnus, the Horizon Group manufactured and installed:

- Wall & glass mounted informational poster cases
- Secure glass mounted directional and destination tactile cases
- A selection of generic safety and informational signage
- Overhead directional signage

With the new Interchange requiring the majority of the poster cases and tactile cases to be glass mounted. The Horizon Group were called upon to use their extensive experience for delivering long lasting solutions to ensure the cases fitted the aesthetics of the new building as well as being safe, secure and long lasting. Also, with the interchange sitting on a gentle downwards slope, fitting the overhead signage required a fixing method that could be adjusted onsite once the specific fitting locations were agreed to ensure uniformity of height.

Using a lightweight but durable material for the signage and an adjustable fixing kit, the Horizon Group was able to deliver consistency across all overhead signage whilst having the flexibility required due to varying floor to ceiling heights and available fixing locations.



Perfect Compatibility

Having used our market leading AP Poster Case Range as the basis for all wall and glass mounted signage, Centro has chosen a long lasting, cost effective case that is built to last the rigours of everyday use. The overhead signage is crisp, clean, easy to follow and fits perfectly with the modern stylings of the new station.

A Little Extra Help

During the initial construction phase of the Interchange it became apparent that the new structure would be impeded by an existing steel bracket holding an RTI unit. With build work quickly progressing it was imperative that a new smaller bracket was produced to ensure work was not delayed. It was also vital that the RTI unit was kept operational for the day to day delivery of train times for a high volume of passengers.



The solution

Centro turned to the Horizon Group to quickly turnaround a new bracket that would be easily fixed to the existing post, could house all existing wiring and that would allow for the quick installation of the RTI unit. Within 5 days of initial brief the Horizon Group had built, painted and delivered a new bracket which was installed on site without any issues. This short project was another example of the adaptability that the Horizon Group shows to help clients in tricky, time sensitive situations.



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It's always a pleasure to work with the team at Centro as they clearly care about delivering the very best service they can to commuters and the new interchange at Cradley Heath clearly shows this. It's widely recognised that our poster cases are the best quality on the market and this ultimately means that it's more cost effective through its aesthetics and durability. By Horizon also manufacturing and installing the overhead signage we were able to undertake installation on the same days, thus saving time and money for Centro and delivering a cohesive service.

Ross Ball, Horizon Group, Managing Director

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Stratford-u-Avon 11:34
Calling at: 1st Mill, Rowley Regis, Longley 6th
2nd Whitlocks End 11:40
11:37:29



BESPOKE FABRICATION

For an informal chat about how we can help with your signage and bespoke fabrication requirements call:

01484 460 909

sales@thehorizon-group.co.uk

For videos, product reviews and case studies go to:

www.thehorizon-group.co.uk